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EXAMINER	
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ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/033,548	KITAHARA ET AL.	
	Examiner	Art Unit	
	Joseph R. Pokrzywa	2625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *27 February 2006*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-29* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-29* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date 12/12/05
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 2/27/06 have been fully considered but they are not persuasive.

2. In response to applicant's arguments regarding the rejection of ***claim 1***, which was cited in the Office action dated 12/19/05 under 35 U.S.C.103(a) as being unpatentable over Ferber *et al.* (U.S. Patent Application Publication 2002/0003162) in view of Goring (U.S. Patent Application Publication 2002/0077892), whereby applicant argues on pages 2 and 3 that Ferber fails to teach of a control data receiving unit configured to receive control data including specific settings data and model identification data identifying a model of one or more target printers in which the logo data is stored. Ferber teaches of a control data receiving unit configured to receive control data, as read in paragraphs 0022-0024. This control data includes specific settings data and model identification data identifying a model of one or more target printers in which the logo data is stored, as read in paragraph 0022, which states "the automated service machine 100 may transmit information describing the current conditions and characteristics such as local time, location information, display type, printer type, etc." Further, Ferber states in paragraph 0024 that "the advertising server 104 may select advertisements to match the display resolution and/or printer characteristics of the automated service machine being accessed." Thus, the server 104 receives information about the printer characteristics and about the printer type. These can be interpreted as being *specific settings data* and *model identification data* identifying a model of one or more target printers in which the logo data is stored.

3. Continuing, Ferber further teaches that the server 104 reads, based on the model identification data, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models, as read in paragraphs 0024 and 0025, whereby a stored advertisement is selected based on the print characteristic data and the printer type data, being interpreted as model identification data, as noted above. Thus, the selected advertisement can be interpreted as model-specific data. Continuing, logo data is generated based by processing source data based on the model-specific data, as read in paragraph 0025, as well as in paragraph 0018-019. Therefore, Ferber can still be interpreted as teaching the argued limitations within independent **claim 1**, as well as independent **claims 14 and 20**.

4. In response to applicant's argument regarding the rejection of ***claim 26***, which was also cited in the Office action dated 12/19/05 under 35 U.S.C.103(a) as being unpatentable over Ferber *et al.* (U.S. Patent Application Publication 2002/0003162) in view of Goring (U.S. Patent Application Publication 2002/0077892), whereby applicant argues on pages 3 and 4 that Ferber and Goring fail to teach of a storing a printer model name and a predetermined number of printable colors, and print resolution of the printer model. The examiner notes that the reference of Goring teaches in paragraphs 0008 and 0022 that a grayscale image is "then dithered to black-and-white. The matrix of black-and-white pixels is packed into the printers bit-image format and sent to the printer 500 for printing". Thus, two colors, either black or white, are possible at the printer. Continuing, Goring teaches in paragraph 0013, that various types of printers having different resolution capabilities. This information is stored and is used for printing an image, as read in paragraph 0020. With the teachings of Ferber, discussed above, it would have been

obvious to one of ordinary skill in the art to have the features of Goring combined with the system of Ferber, so as to have the invention defined in claim 26.

5. Therefore, the rejection of **claims 1-29** under 35 U.S.C. 103(a) as being unpatentable over Ferber *et al.* in view of Goring, is maintained and repeated in this Office action.

Claim Rejections - 35 USC § 103

6. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

7. **Claims 1-29** are rejected under 35 U.S.C. 103(a) as being unpatentable over Ferber *et al.* (U.S. Patent Application Publication 2002/0003162, cited in the Office action dated 12/19/05) in view of Goring (U.S. Patent Application Publication 2002/0077892, cited in the Office action dated 12/19/05).

Regarding ***claim 1***, Ferber discloses an apparatus for generating logo data to be stored in and printed by a printer (paragraphs 0022-0025), the apparatus comprising a control data receiving unit configured to receive control data including specific settings data and model identification data identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0022-0024), a source data obtaining unit configured to obtain source data used to generate the logo data, a reading unit configured to read, based on the model identification data, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models (paragraphs 0023-0025), and a logo data generating unit configured to generate the logo data by processing the source data based on the

model-specific data read by the reading unit or on control data received by the control data receiving unit (paragraphs 0022-0025).

However, Ferber fails to expressly disclose of a storage unit configured to store the logo data generated by the logo data generating unit.

Goring discloses an apparatus for generating logo data to be stored in and printed by a printer (see abstract), the apparatus comprising a control data receiving unit configured to receive control data including *specific settings data* identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0015-0020), a source data obtaining unit configured to obtain source data used to generate the logo data, a reading unit configured to read, based on *the settings*, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models (paragraphs 0013-0018), a logo data generating unit configured to generate the logo data by processing the source data based on the model-specific data read by the reading unit or on control data received by the control data receiving unit (paragraphs 0018-0020), and a storage unit configured to store the logo data generated by the logo data generating unit (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in paragraphs 0008-0012. Therefore, it would have been obvious to

combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 1.

Regarding ***claim 2***, Ferber and Goring disclose the apparatus described above in claim 1, and Ferber further teaches that the control data is limited to model-specific data that can be identified by the model identification data (paragraphs 0022-0025).

Regarding ***claim 3***, Ferber and Goring disclose the apparatus described above in claim 2, and Ferber further teaches that the control data receiving unit is adapted to disable receipt of at least some data for which setting is not required based on previously received or set control data (paragraphs 0022-0025).

Regarding ***claim 4***, Ferber and Goring disclose the apparatus described above in claim 3, and Ferber further teaches that at least some control data are initialized to respective specific values that can be changed based on other control data received from the control data receiving unit (paragraphs 0019-0025).

Regarding ***claim 5***, Ferber and Goring disclose the apparatus described above in claim 4, and Ferber further teaches that the control data receiving unit is adapted to enable specifying colors available for printing in, or print resolution of, the at least one target printer (paragraphs 0022-0025).

Regarding ***claim 6***, Ferber and Goring disclose the apparatus described above in claim 5, and Goring further teaches that the logo data generating unit is adapted to assign source data colors to specific color's printable by the at least one target printer based on the model-specific data and settings data (see abstract, paragraphs 0013-0018, and 0020-0023).

As discussed above, Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to have assigned colors as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more user-friendly with the addition of Goring's further teachings, as various colors would be customizable, thereby increasing the advertising impact, as recognized by Goring in paragraph 0014. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 6.

Regarding ***claim 7***, Ferber and Goring disclose the apparatus described above in claim 6, and Ferber further teaches that the stored model-specific data includes communications parameters for each of the plurality of printer models, and the reading unit is adapted to set communications parameters for sending logo data to the at least one target printer based on the model-specific data (paragraphs 0019-0025).

Regarding ***claim 8***, Ferber and Goring disclose the apparatus described above in claim 7, and Ferber further teaches of an output unit configured to output the generated logo data (paragraphs 0017, and 0024-0025), the output unit being adapted to output a file containing the logo data, a printer registration command for storing the logo data in the at least one target printer, and a data transmission command for sending the printer registration command and logo data to the at least one target printer (paragraphs 0019-0025).

Regarding ***claim 9***, Ferber and Goring disclose the apparatus described above in claim 7, and Ferber further teaches of an output unit configured to output the generated logo data

(paragraphs 0017, and 0024-0025), the output unit being adapted to send the logo data and a command that causes the at least one target printer to store the logo data therein (paragraphs 0019-0025).

Regarding ***claim 10***, Ferber and Goring disclose the apparatus described above in claim 1, and Ferber further teaches that the control data receiving unit has a graphical user interface input function (paragraphs 0017-0022).

Regarding ***claim 11***, Ferber and Goring disclose the apparatus described above in claim 10, and Ferber further teaches that the control data receiving unit does not display input items for which setting is not required based on received or set control data (paragraphs 0019-0025).

Regarding ***claim 12***, Ferber and Goring disclose the apparatus described above in claim 11, and Ferber further teaches of a display adapted to display an image based on the source data and an image based on data after processing by the logo data generating unit (paragraphs 0019-0025).

Regarding ***claim 13***, Ferber and Goring disclose the apparatus described above in claim 12, and Goring further teaches that the display is adapted to display the images aligned for comparison on one side of the display (paragraphs 0018-0023).

As discussed above, Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to display the images aligned for comparison on one side of the display as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more user-friendly with the addition of Goring's further teachings, as various graphic

placement settings would be customizable, thereby increasing the advertising impact, as recognized by Goring in paragraphs 0014-0018. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 13.

Regarding ***claim 14***, Ferber discloses a method for generating logo data to be stored in and printed by a printer (paragraphs 0022-0025), the method comprising the steps of (a) obtaining source data (paragraphs 0022-0024), (b) receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0022-0024), (c) reading, based on the model identification data, model-specific data for the at least one target printer from respective model-specific data stored for a plurality of printer models (paragraphs 0023-0025), and (d) generating logo data by processing the source data obtained in step (a) based on the model-specific data read in step (c) or on control data received in step (b) (paragraphs 0022-0024).

However, Ferber fails to expressly disclose of storing the generated logo data.

Goring discloses a method for generating logo data to be stored in and printed by a printer (see abstract), the method comprising the steps of (a) obtaining source data (paragraphs 0015-0020), (b) receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0015-0020), (c) reading, based on the model identification data, data for the at least one target printer from respective model-specific data stored for a plurality of printer models (paragraphs 0013-0018), (d) generating logo data by processing the

source data obtained in step (a) based on the model-specific data read in step (c) or on control data received in step (b) (paragraphs 0018-0020), and (e) storing the generated logo data (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 14.

Regarding ***claim 15***, Ferber and Goring disclose the method described above in claim 14, and Goring further teaches that step (d) comprises assigning source data colors to specific colors printable by the at least one target printer based on the model-specific data and settings data received in step (b) (see abstract, paragraphs 0013-0018, and 0020-0023).

As discussed above, Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to have assigned colors as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more user-friendly with the addition of Goring's further teachings, as various colors would be customizable, thereby increasing the advertising impact, as recognized by Goring in paragraph 0014. Therefore, it would have been

obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 15.

Regarding ***claim 16***, Ferber and Goring disclose the method described above in claim 15, and Ferber further teaches that the step (d) comprises converting the size of the image represented by the source data and the resolution of that image to a paper width and print resolution, respectively, usable by the at least one target printer as specified in the model-specific data (paragraphs 0022-0024).

Regarding ***claim 17***, Ferber and Goring disclose the method described above in claim 14, and Ferber further teaches that step (b) comprises receiving control data via a graphical user interface (paragraphs 0017-0020).

Regarding ***claim 18***, Ferber and Goring disclose the method described above in claim 17, and Goring further teaches that the step of (f) outputting the generated logo data as an executable file containing the data and a data transmission program for sending the logo data and a logo command causing the at least one target printer to store the logo data therein (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as

recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 18.

Regarding ***claim 19***, Ferber and Goring disclose the method described above in claim 17, and Goring further teaches of the step of (g) sending the logo data and a command causing the at least one target printer to directly store the logo data therein (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 19.

Regarding ***claim 20***, Ferber discloses a data storage medium embodying a program of instructions (paragraphs 0017 and 0019) for directing the execution of a method for generating logo data to be stored in and printed by a printer (paragraphs 0022-0025), the program of instructions comprising (a) instructions for obtaining source data (paragraphs 0022-0024), (b) instructions for receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0022-0024), (c) instructions for reading, based on the model identification data, model-specific data for the at least one target printer from respective model-

specific data stored for a plurality of printer models (paragraphs 0023-0025), and (d) instructions for generating logo data by processing the source data obtained in (a) based on the model-specific data read in (c) or on control data received in (b) (paragraphs 0022-0024).

However, Ferber fails to expressly disclose of storing the generated logo data.

Goring discloses instructions in a method for generating logo data to be stored in and printed by a printer (see abstract), the method comprising the steps of (a) obtaining source data (paragraphs 0015-0020), (b) receiving control data including specific settings data for generating the logo data and model identification data identifying a model of at least one target printer in which the logo data is to be stored (paragraphs 0015-0020), (c) reading, based on the model identification data, data for the at least one target printer from respective model-specific data stored for a plurality of printer models (paragraphs 0013-0018), (d) generating logo data by processing the source data obtained in step (a) based on the model-specific data read in step (c) or on control data received in step (b) (paragraphs 0018-0020), and (e) storing the generated logo data (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 20.

Regarding ***claim 21***, Ferber and Goring disclose the medium described above in claim 20, and Goring further teaches that (d) comprises instructions for assigning source data colors to specific colors printable by the at least one target printer based on the model-specific data and settings data received in (b) (see abstract, paragraphs 0013-0018, and 0020-0023).

As discussed above, Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to have assigned colors as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more user-friendly with the addition of Goring's further teachings, as various colors would be customizable, thereby increasing the advertising impact, as recognized by Goring in paragraph 0014. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 21.

Regarding ***claim 22***, Ferber and Goring disclose the medium described above in claim 21, and Ferber further teaches that (d) comprises instructions for converting the size of the image represented by the source data and the resolution of that image to a paper width and print resolution, respectively, usable by the at least one target printer as specified by the model-specific data (paragraphs 0022-0024).

Regarding ***claim 23***, Ferber and Goring disclose the medium described above in claim 20, and Ferber further teaches that (b) comprises instructions for receiving control data via a graphical user interface (paragraphs 0017-0020).

Regarding ***claim 24***, Ferber and Goring disclose the medium described above in claim 23, and Goring further teaches of (f) instructions for outputting the generated logo data as an executable file containing the logo data and a data transmission program for sending the logo data and a command causing the at least one target printer to store the logo data therein (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 24.

Regarding ***claim 25***, Ferber and Goring disclose the medium described above in claim 23, and Goring further teaches of (g) instructions for sending the logo data and a command causing the at least one target printer to directly store the logo data therein (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the

terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 25.

Regarding ***claim 26***, Ferber discloses a logo data generating system, comprising memory for storing a printer model name and a predetermined number of printable colors, and print resolution of the printer model (paragraphs 0019, and 0023-0024), a reading unit for reading source data to obtain image data provided for printing as logo data (paragraphs 0023-0025), a display unit for reading and displaying data stored in memory (paragraphs 0017, 0023-0025), a selection unit for selecting a target printer for printing out the logo data from among the printer model names displayed on the display unit (paragraphs 0017, 0020-0025), and a logo data generating unit for processing the source data to create logo data for printing based on the model name of the target printer selected by the selection unit and the number of printable colors, and print resolution of the selected target (paragraphs 0022-0025).

However, Ferber fails to expressly disclose of a display unit for reading and displaying the printer model name, number of printable colors, and print resolution stored in memory.

Goring discloses a logo data generating system (see abstract), comprising memory for storing a predetermined number of printable colors, and print resolution of the printer (paragraphs 0015-0018), a reading unit for reading source data to obtain image data provided for printing as logo data (paragraphs 0013-0018), a display unit for reading and displaying the printer model name, number of printable colors, and print resolution stored in memory (paragraphs 0013-0019), a selection unit for selecting a target printer for printing out the logo data from among the printer model names displayed on the display unit (paragraphs 0013-0020),

and a logo data generating unit for processing the source data to create logo data for printing based on the model name of the target printer selected by the selection unit and the number of printable colors, and print resolution of the selected target (paragraphs 0013-0020).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more user-friendly with the addition of Goring's teachings, as various attributes would be customizable, thereby increasing the advertising impact, as recognized by Goring in paragraph 0014. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 26.

Regarding ***claim 27***, Ferber and Goring disclose the system described above in claim 26, and Ferber further teaches of a data transmission unit for sending the logo data generated by the logo data generating unit to the target printer (paragraphs 0022-0024).

Regarding ***claim 28***, Ferber and Goring disclose the system described above in claim 26, and Goring further teaches of a second memory for storing the logo data generated by the logo data generating unit (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the

terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 27.

Regarding ***claim 29***, Ferber and Goring disclose the system described above in claim 26, and Goring further teaches that the memory stores paper width attributes of the printer model, the display unit displays the stored paper width attributes, and the logo data generating unit processes the source data to create logo data for printing also based on the paper width attributes of the selected target printer (paragraphs 0018-0020, and 0024-0025).

Ferber & Goring are combinable because they are from the same field of endeavor, being systems that generate advertising data on a printer. At the time of the invention, it would have been obvious to a person of ordinary skill in the art to store the advertising data as taught by Goring within the system of Ferber. The suggestion/motivation for doing so would have been that Ferber's system would become more efficient with the addition of Goring's teachings, as the terminal would not need to download a further copy of a logo on subsequent printing requests, as recognized by Goring in 0008-0012. Therefore, it would have been obvious to combine the teachings of Goring with system of Ferber to obtain the invention as specified in claim 29.

Conclusion

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Joe Pokrzywa whose telephone number is (571) 272-7410. The examiner can normally be reached on Monday-Friday, 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Edward L. Coles can be reached on (571) 272-7402. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Joseph R. Pokrzywa
Primary Examiner
Art Unit 2625

jrp